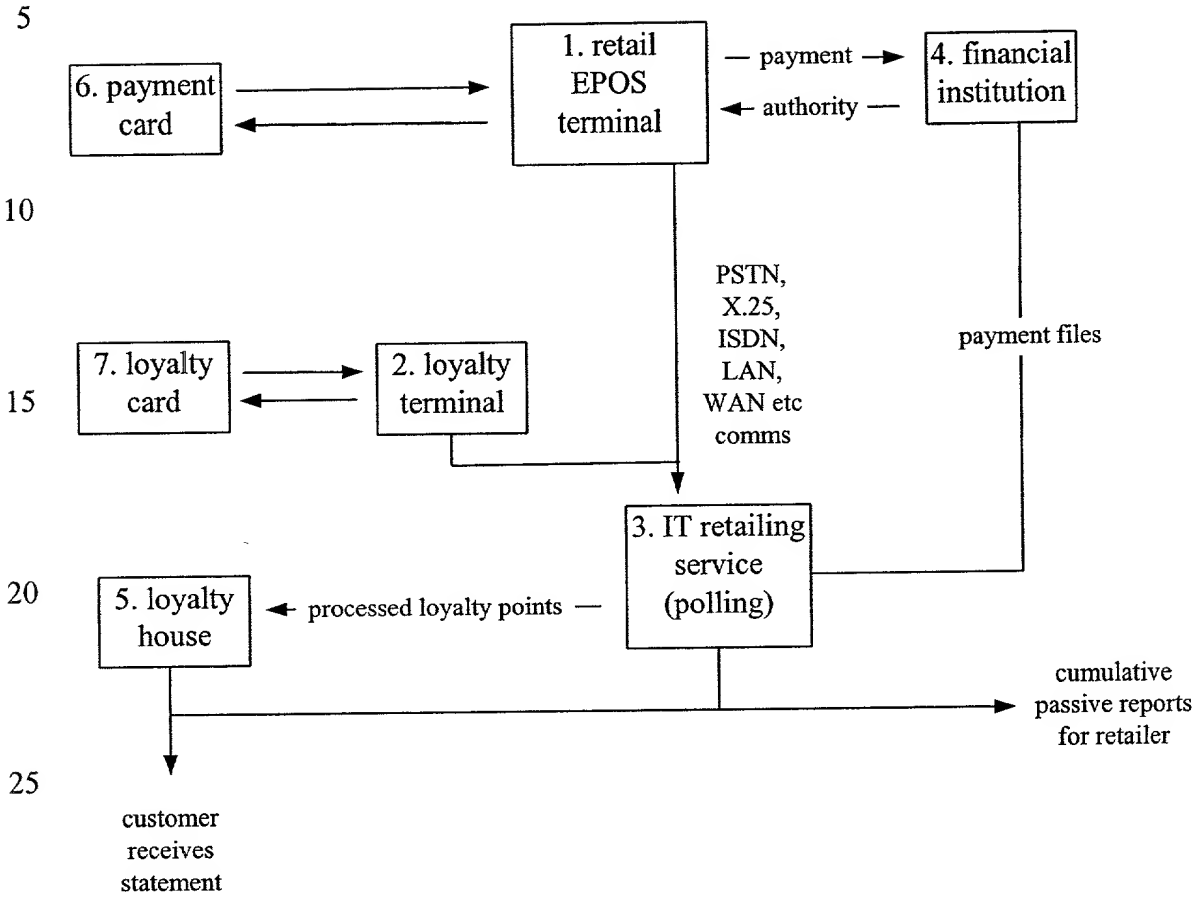

Figure 1. (PRIOR ART)

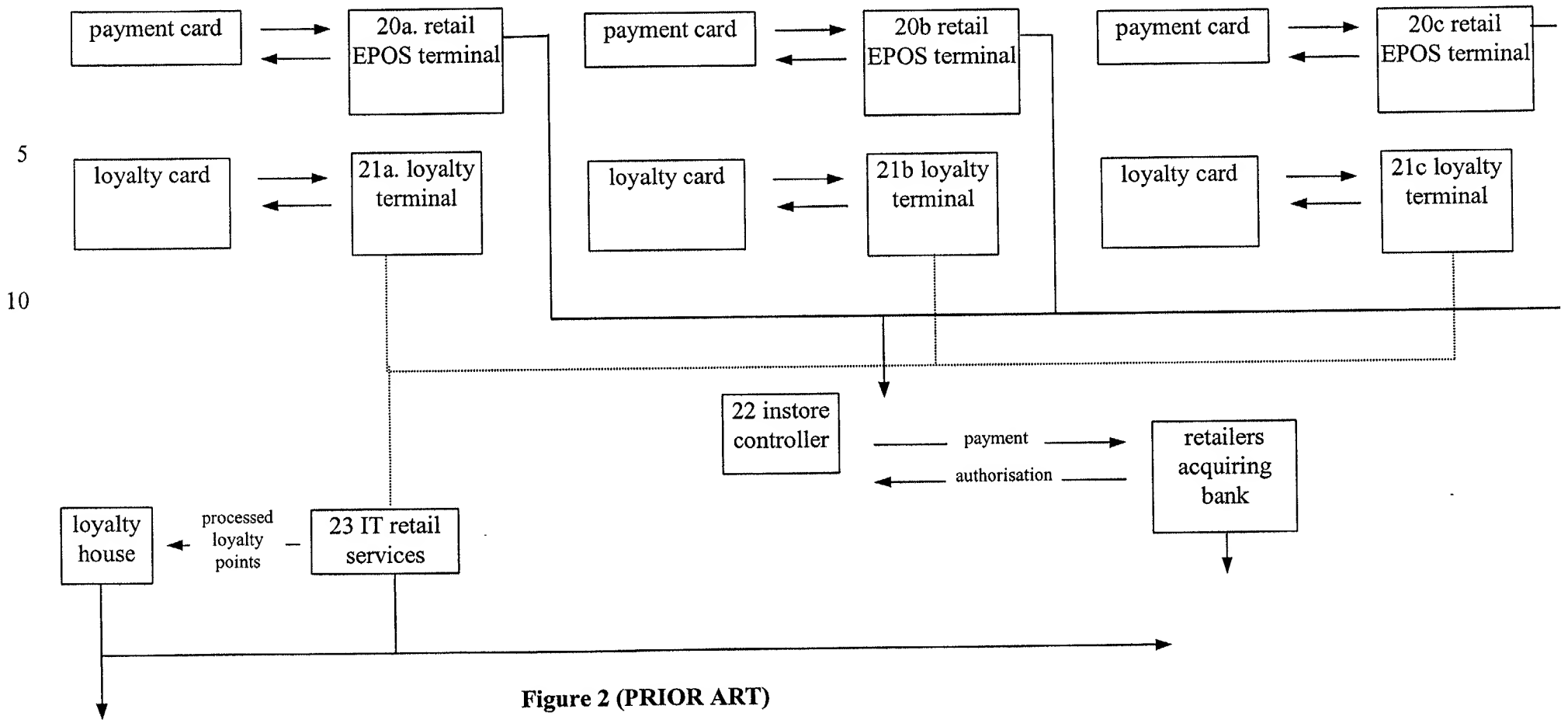

Figure 2 (PRIOR ART)

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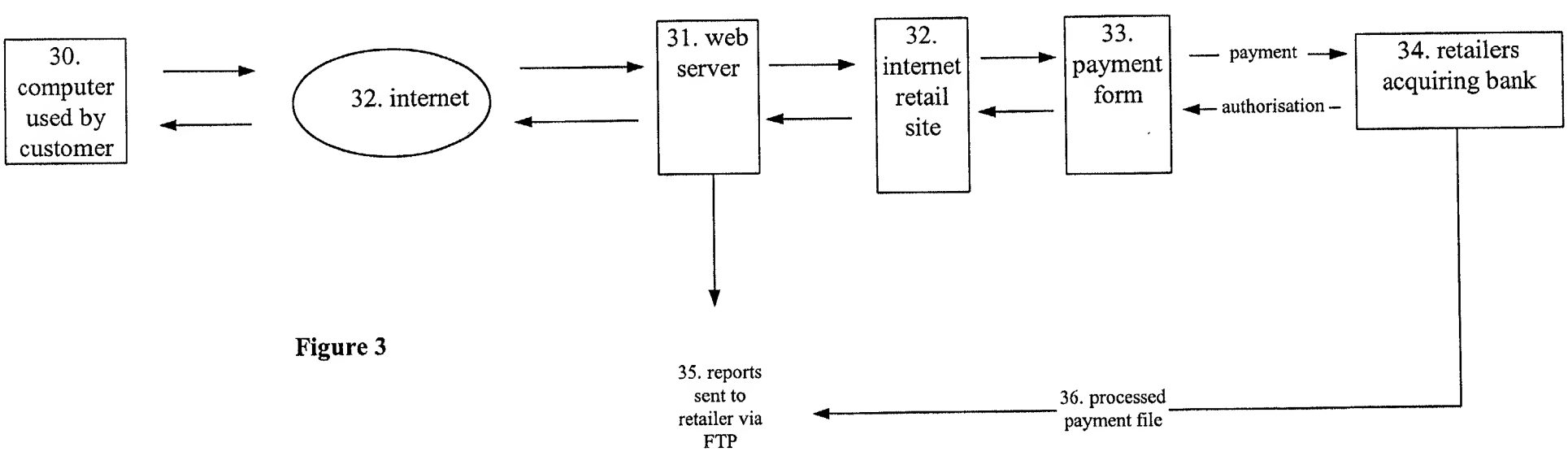

Figure 3

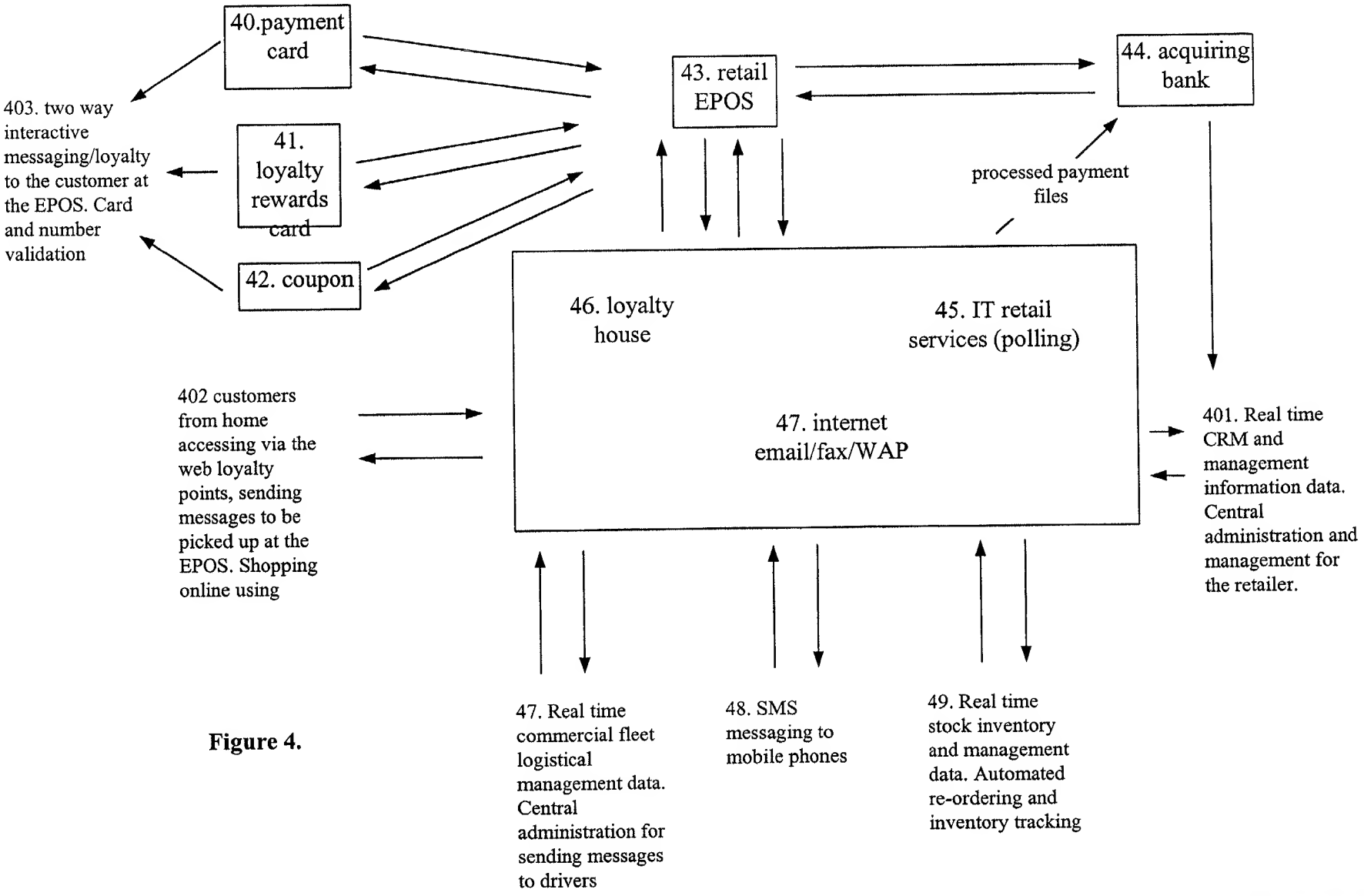
40.payment card
41. loyalty rewards card
42. coupon
403. two way interactive messaging/loyalty to the customer at the EPOS. Card and number validation
43. retail EPOS
44. acquiring bank
processed payment files
46. loyalty house
45. IT retail services (polling)
47. internet email/fax/WAP
402 customers from home accessing via the web loyalty points, sending messages to be picked up at the EPOS. Shopping online using
401. Real time CRM and management information data. Central administration and management for the retailer.
47. Real time commercial fleet logistical management data. Central administration for sending messages to drivers
48. SMS messaging to mobile phones
49. Real time stock inventory and management data. Automated re-ordering and inventory tracking

Figure 4.

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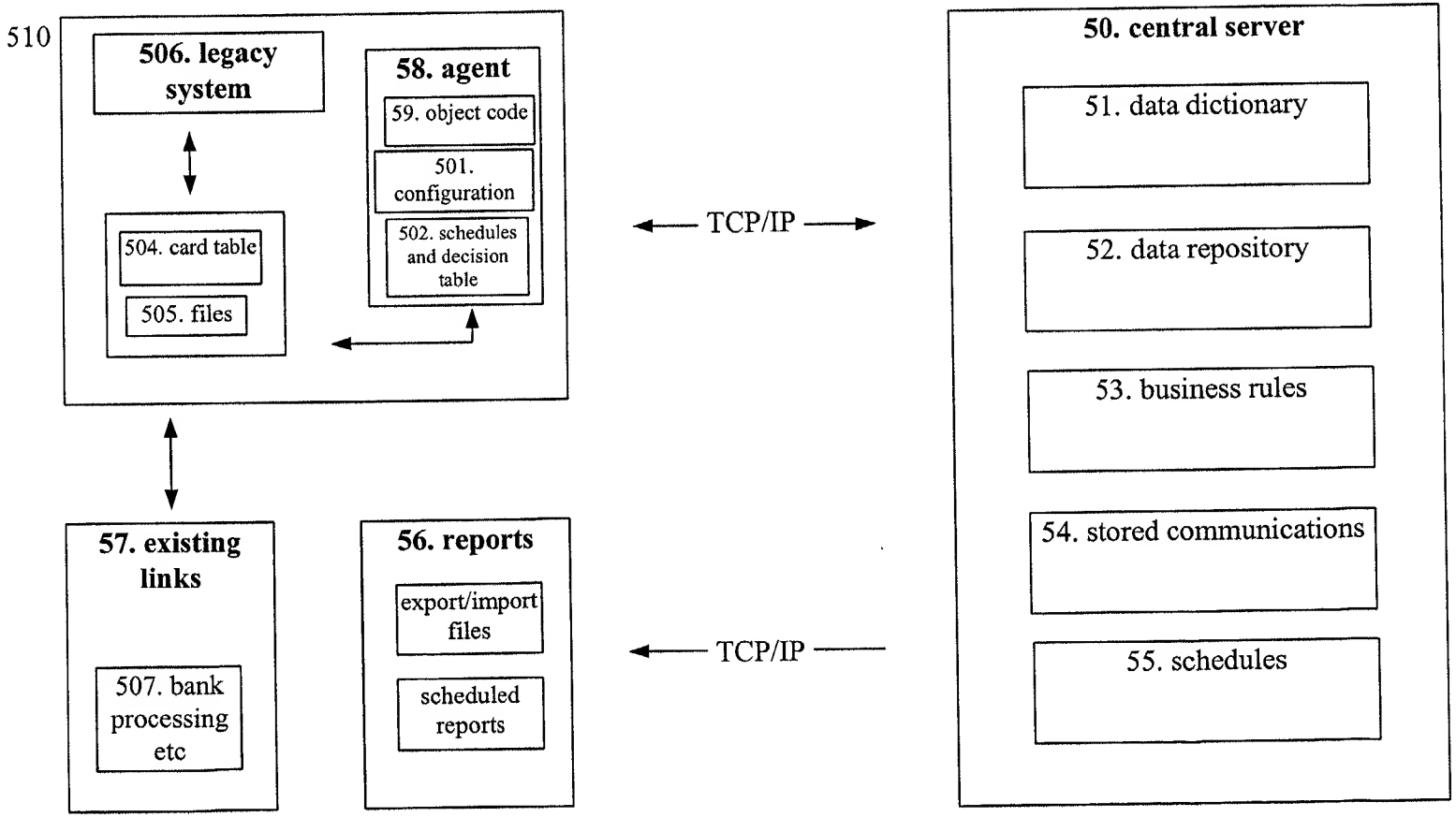

Figure 5.